

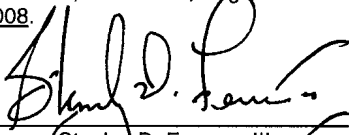
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.
Serial No. : 09/804,735 Examiner : Jean Janier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

December 24, 2008

**PETITION AND FEE FOR EXTENSION OF TIME
PURSUANT TO 37 C.F.R. § 1.136(a)**

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on December 24, 2008.



Stanley D. Ference III
Reg. No. 33,879

December 24, 2008
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicant(s) hereby petitions for an extension of time for a total period of three (3) months through and including January 1, 2009 to respond to the Office Action mailed on July 1, 2008. If an additional extension of time is required to insure that this paper is timely filed, please consider this a petition therefor.

The Response for which this extension is requested is filed herewith.

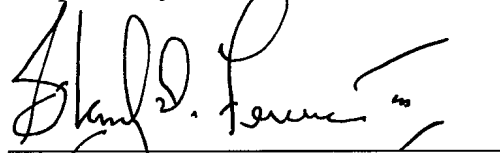
Applicant is a small entity and the extension fee required under 37 C.F.R. §

1.17(a)-(d) is calculated below:

		large entity	small entity
()	one month	\$130	\$65
()	two months	\$490	\$245
(X)	three months	\$1,110	\$555
()	four months	\$1,730	\$865
()	five months	\$2,350	\$1,175

Applicants are the \$555 fee for a three month extension of time by way of Credit Card via EFS-WEB. The Commissioner is hereby authorized to debit payment of any additional fees associated with this communication or credit any overpayment to the Credit Card utilized to pay via EFS-WEB.

Respectfully submitted,



Stanley D. Ference III
Registration No. 33,879

Mailing Address:

Customer No. 35195
FERENCE & ASSOCIATES LLC
409 Broad Street
Pittsburgh, Pennsylvania 15143
(412) 741-8400
(412) 741-9292 - Facsimile